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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

IN RE: Patent Application Serial No. 09/816,414
FILED: March 23, 2001
INVENTOR(S): George Harry Hoffman
Anthony Frank Menninger
TITLE: SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR
USER-SPECIFIC ADVERTISING IN A SUPPLY CHAIN
MANAGEMENT FRAMEWORK
ATTORNEY
DOCKET NO.: 41556/04015 (RSI1P027)

**DECLARATION FOR
UTILITY OR DESIGN
PATENT APPLICATION
(37 CFR 1.63)**

(Declaration Submitted after Initial Filing)

As a below named inventor, I hereby declare that:

My residence, post office address, and citizenship are as stated below next to my name.

I believe I am the original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled:

**SYSTEM, METHOD AND COMPUTER PROGRAM PRODUCT FOR USER-SPECIFIC
ADVERTISING IN A SUPPLY CHAIN MANAGEMENT FRAMEWORK**

the specification of which was filed on **March 23, 2001**,

as United States Application Serial No. **09/816,414**

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to the examination of this application in accordance with Title 37, Code of Federal Regulations, § 1.56(a).

I acknowledge that the law firm of Carlton Fields and the lawyers of Carlton Fields represent the assignee of this invention and do not represent me or any of the inventors of this invention, individually or jointly.

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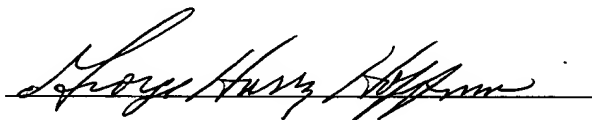
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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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